



CALIFORNIA STRATEGIC GROWTH COUNCIL

Communications Update

This is a brief synopsis of communications efforts to further Strategic Growth Council goals and objectives from August-October 2016.

Staff Outreach Efforts

Recorded below are speaking engagements, conferences and other events in which staff participated to further Strategic Growth Council goals and objectives.

Date	Event
8/1/17	HiAP Workshop on Suicide Prevention and the Social Determinants of Health for the Stanislaus County Suicide Prevention Advisory Board
8/14/17	HiAP Keynote Address at a Multi-Agency County Convening Organized by the Kent County, Michigan Health Department - Grand Rapids, Michigan
8/15/17	TCC Overview Presentation: Fresno Transformative Climate Communities Collaborative Project Kickoff Workshop
8/16/17	TCC Overview Presentation: Fresno Transformative Climate Communities Collaborative Project Kickoff Workshop
8/22/17	Interviewed by Yale Climate Connections, a nationally-syndicated radio show, on Fresno, TCC, and climate change at the community level.
8/28/17	AHSC Presentation at ARB Funding Guidelines Workshop - Oakland, CA
8/30/17	TCC Overview Presentation in Spanish: Watts/Century Latino Organization and Jordan Downs Redevelopment Stakeholders
8/31/17	Planning for Health: Cross Sector Collaboration to Achieve Healthy Communities for All - Riverside, CA.
9/7/17	6th Annual San Joaquin Valley Affordable Housing Summit
9/5/17	Presented to Board of Food and Ag on potential ag land mitigation strategies
9/14/17	SB 350 Community Workshop - Redwood Valley, CA
9/20/17	SANDAG and San Diego Housing Federation AHSC Workshop - San Diego, CA
9/22/17	AHSC Presentation at Southern California Affordable Housing Summit - Los Angeles, CA
9/25/17	OPR/SGC Workshop at APA Conference – Sacramento, CA
9/25/17	Quarterly meeting of the <u>California Planning Roundtable</u>
9/28/17	AHSC Presentation at Office of Health Equity Advisory Board Quarterly Meeting - Marin City, CA
9/28/17	Webinar: TCC Implementation Grant-Concept Proposal Application Process (59 participants)
9/28/17	High Speed Rail Station Cities Conference, San Jose

9/29/17	Presentation at Community Based Organizations Accessing Climate Investments Workshop - Los Angeles, CA
10/2/17	AHSC Round 3 Application Workshop – Sacramento, CA
10/3/17	Presentation on TCC: CA Smart Growth Funders-San Joaquin Valley Funders Site Tour
10/4/17	AHSC Round 3 Application Workshop – Fresno, CA
10/5/17	AHSC Round 3 Application Workshop – San Francisco, CA
10/10/17	AHSC Round 3 Application Workshop – Los Angeles, CA
10/11/17	AHSC Round 3 Application Workshop – Riverside, CA
10/11/17	HSR Northern Wildlife Movement meeting, San Francisco
10/12/17	AHSC Round 3 Application Workshop – San Diego, CA
10/13/17	Convening of the CA Climate Equity Coalition “Assessing the Current and Future State of Climate Investments” panel – Greenlining Institute, Oakland, CA
10/13/17	Natural and Working Lands and CALAND public workshop, Sacramento
10/16/17	Webinar: TCC Planning Grant- Application Process (28 participants)
10/17/17	Presented to American Lung Association convening on resources for planning and implementing sustainable communities
10/19/17	HSRA Board, Transit and Land Use Committee meeting

Electronic Information Distribution

Weekly e-blasts are sent to those who have subscribed to SGC’s “General Announcements” (2,111 subscribers) and “Health in All Policies” (278 subscribers) listservs. SGC utilizes Constant Contact for this outreach. We also have several sub-lists that serve audiences interested in specific programs on an as-needed basis. Our targeted lists include: infill development, conservation, climate change, infrastructure, technical assistance, transformative climate communities, affordable housing sustainable communities and sustainable agricultural lands conservation.

We have been having on average around a 25-32% open rate on our messages, with around a 22% click through rate.

To be added to any of these communications please sign up here:

<https://visitor.r20.constantcontact.com/d.jsp?llr=dwoa78xab&p=oi&m=1125143034563&sit=zi4cwowkb&f=dc01e319-5935-4c95-93c7-fdbcab8cd9e2>

Social Media

SGC has been working to expand its social media reach through more strategic and consistent posting on Twitter. @CalSGC has increased its Twitter presence this quarter and now has 684 followers and growing. In the past 28 days, the SGC’s Twitter handle has had a 975% increase

in Twitter posts, a 301% increase in profile visits, a 218% increase in Twitter mentions and has gained 44 new followers.